

ORDER

Orders
Order / Rev: 36948
Alt Order #:
Product Desc:
Estimate:
Flight Dates: 11/01/12 - 11/05/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: GENERAL

WTVF

Primary AE: Political Political
Sales Office: WTVF
Sales Region: Local

Agency Name: Fletcher & Rowley, Inc-TN
Buying Contact:
Billing Contact:
 1720 West End Avenue, Suite 630
 Nashville, TN 37203

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Bo Mitchell for State House
Demographic: A25-54
Product Codes: PO03
Priority: P5
Revenue Codes: AGY, POL, CAND

New Business Thru: 11/30/13
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/01/12	11/05/12	12	\$7,225.00	\$6,141.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	12	\$7,225.00	\$6,141.25	0.00
Totals	12	\$7,225.00	\$6,141.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Political Political			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTVF	11/01/12	11/05/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	-----	:30	0	\$525.00	P4	0.00	NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$525.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$525.00		0.00			
N 2	WTVF	11/01/12	11/05/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	-----	:30	0	\$400.00	P4	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$400.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$400.00		0.00			
N 3	WTVF	11/01/12	11/05/12	M-F 6p-7p M-F 630p-7p	CM	630p-7p (6:30 PM-7:00 PM)	-----	:30	0	\$700.00	P4	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$700.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$700.00		0.00			
N 4	WTVF	11/04/12	11/04/12	Sun LF 1050p-1150p Sun 1050p-1150p	CM	1050p-1150p	-----S	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$150.00		0.00			
N 5	WTVF	11/01/12	11/05/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-1035p, Su 10p-1035p	CM	10p-1035p	-----	:30	0	\$1,100.00	P4	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$1,100.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$1,100.00		0.00			

Order / Rev: 36948
 Alt Order #: _____
 Flight Dates: 11/01/12 - 11/05/12

Advertiser: Bo Mitchell for State House
 Product Desc: _____
 Estimate: _____

WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
												Totals	12 \$7,225.00

Kiley Murphy

From: Denise Lawrence <deniselawrence@comcast.net>
Sent: Wednesday, October 31, 2012 11:00 AM
To: Kiley Murphy
Subject: Re: Couple of things

approved!

Denise Lawrence
Media Placement
Fletcher Rowley Consulting
1720 West End Avenue
Suite 630
Nashville, TN 37203
deniselawrence@comcast.net
www.fletcherrowley.com

615-419-2271 (Direct)
615-329-9559 (O)
615-329-9633 (F)

From: "Kiley Murphy" <kmurphy@newschannel5.com>
To: "Denise Lawrence (deniselawrence@comcast.net)" <deniselawrence@comcast.net>
Cc: "Kati Bumgardner (kati@fletcherrowley.com)" <kati@fletcherrowley.com>
Sent: Wednesday, October 31, 2012 9:26:05 AM
Subject: Couple of things

We're sold out 6-630p. Proposing MG's for the new Mitchell and Jernigan orders below. Also attaching updated final stretch rate card.

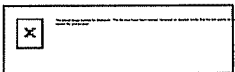
Thanks!

Mitchell:

You only have 2x on dates, but in total column, show 3x. Assuming you want 3x since dollars match. SO...
3x 6-630P N/A. MGO 3x 630-7P at \$700 each, and 1x Sun 10:50-11:50P at \$150

Jernigan:

1x 6-630P N/A. MGO 1x 630-7P at \$700, and 1x 1235-135A (M-F) at \$50



Kiley Murphy | National and Interactive Sales Manager
474 James Robertson Pkwy. | Nashville, TN | 37219
(t) 615.248.5337 | (c) 615.403.6316 | (f) 615.248.5207
www.NewsChannel5.com | facebook.com/NewsChannel5

Kiley Murphy

From: Denise Lawrence <deniselawrence@comcast.net>
Sent: Wednesday, October 31, 2012 11:00 AM
To: Kiley Murphy
Subject: Re: also on Mitchell

approved

Denise Lawrence
Media Placement
Fletcher Rowley Consulting
1720 West End Avenue
Suite 630
Nashville, TN 37203
deniselawrence@comcast.net
www.fletcherrowley.com

615-419-2271 (Direct)
615-329-9559 (O)
615-329-9633 (F)

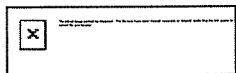
From: "Kiley Murphy" <kmurphy@newschannel5.com>
To: "Denise Lawrence (deniselawrence@comcast.net)" <deniselawrence@comcast.net>
Cc: "Kati Bumgardner (kati@fletcherrowley.com)" <kati@fletcherrowley.com>
Sent: Wednesday, October 31, 2012 9:33:46 AM
Subject: also on Mitchell

6-7A, only 2x on dates, but 3x on total. I'm adding 1x to this week.
10P, only 1x on dates, but 2x on total. I'm adding 1x to this week.

Also... moving the 6-7A ordered for 10/31, to 11/1.

Please reply with approval.

Thanks!
(this is in addition to the email just sent regarding MG for 6-630P)



Kiley Murphy | National and Interactive Sales Manager
474 James Robertson Pkwy. | Nashville, TN | 37219
(t) 615.248.5337 | (c) 615.403.6316 | (f) 615.248.5207
www.NewsChannel5.com | facebook.com/NewsChannel5

In accordance with Paragraphs 49 and 50 of United States Federal Communications Commission Report and Order No. FCC 07-217, Newschannel 5 Network, LLC, will not discriminate in any contract for advertising on the basis of race or ethnicity, and all such contracts will be evaluated, accepted, negotiated, and completed without regard to race or ethnicity.

Kiley Murphy

From: Denise Lawrence <deniselawrence@comcast.net>
Sent: Wednesday, October 31, 2012 11:00 AM
To: Kiley Murphy
Subject: Re: one more Mitchell

approved. Yesterday was a long day!!!

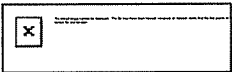
Denise Lawrence
Media Placement
Fletcher Rowley Consulting
1720 West End Avenue
Suite 630
Nashville, TN 37203
deniselawrence@comcast.net
www.fletcherrowley.com

615-419-2271 (Direct)
615-329-9559 (O)
615-329-9633 (F)

From: "Kiley Murphy" <kmurphy@newschannel5.com>
To: "Denise Lawrence (deniselawrence@comcast.net)" <deniselawrence@comcast.net>
Cc: "Kati Bumgardner (kati@fletcherrowley.com)" <kati@fletcherrowley.com>
Sent: Wednesday, October 31, 2012 9:34:44 AM
Subject: one more Mitchell

Also... zero 7-8A on dates, but 3x total. Adding 3x on dates.

Please reply with approval.



Kiley Murphy | National and Interactive Sales Manager
474 James Robertson Pkwy. | Nashville, TN | 37219
(t) 615.248.5337 | (c) 615.403.6316 | (f) 615.248.5207
www.NewsChannel5.com | facebook.com/NewsChannel5

In accordance with Paragraphs 49 and 50 of United States Federal Communications Commission Report and Order No. FCC 07-217, Newschannel 5 Network, LLC, will not discriminate in any contract for advertising on the basis of race or ethnicity, and all such contracts will be evaluated, accepted, negotiated, and completed without regard to race or ethnicity.

WTVF (CBS) 5 - NASHVILLE
 BO MITCHELL FOR STATE REP - TN HD 50
 Week1: 10/30-11/6 (TUE-TUE)

*order received 10/31
 10/30 & 10/31 spots*

P4 - PREEMPT PRIOR TO INVOICE / SUGG SELLING LEVEL - 4th QTR CARD									
PROGRAM	Tue 10/30	Wed 10/31	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5	SPOTS	TOTAL COST
M-F MORNING REPORT		1					1	3	\$1,575.00
M-F NEWS CH5 THIS MORN								3	\$1,200.00
M-F 6P REPORT	1		1					3	\$2,250.00
M-SU 10P REPORT							1	2	\$2,200.00
GROSS								11	\$7,225.00
AGENCY DISCOUNT (-15%)									\$1,083.75
NET TO STATION									\$6,141.25

Mitchell for State Rep
 6421 Riverplace Drive
 Nashville, TN 37221
 615-646-9598
 Treasurer: James R. Mitchell

"Bo Knows" MITCHELLB1203H 50%
 "Moving Man" MITCHELLB1201H 50%

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>WTVE</u>	Date: <u>10/30</u>
--	---------------------------

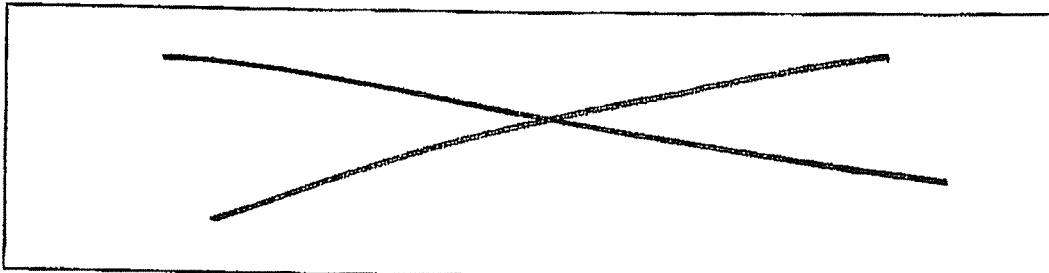
I, Kati Bumgardner
 being/on behalf of: Bo Mitchell, a legally
 qualified candidate of the Democrat political
 party for the office of: TN State House Dist 50
 in the General
 election to be held on: 11/6

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Total Charges: \$ 7225.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:



I represent that the payment for the above described broadcast time has been furnished by:

Mitchell for State Rep

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

James R Mitchell

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/30 Katibungzman
Date Signature

To Be Signed By Station Representative

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

Kiley Murphy

From: Denise Lawrence <deniselawrence@comcast.net>
Sent: Tuesday, October 30, 2012 3:21 PM
To: Kiley Murphy
Cc: Kati Bumgardner
Subject: Bo Mitchell Schedule
Attachments: WTVF 10.31 to 11.6.pdf; WTVF 10.31 to 11.6.xls

Attached find a schedule for Bo Mitchell - HD51

You should have received two spots today via DG

Insertion instructions are:

"Bo Knows" MITCHELLB1203H 50%

"Moving Man" MITCHELLB1201H 50%

Checks will arrive via fedex tomorrow, Wednesday, 10/31

Please let me know if you have questions

Denise Lawrence
Media Placement
Fletcher Rowley Consulting
1720 West End Avenue
Suite 630
Nashville, TN 37203
deniselawrence@comcast.net
www.fletcherrowley.com

615-419-2271 (Direct)
615-329-9559 (O)
615-329-9633 (F)